

# EDITORIALS

## Juveniles and Crime

Public awareness of the need for full information concerning offenders in juvenile crime cases began to swing the pendulum toward more liberal press coverage, including the identifying of many delinquents, during the year 1957, according to the findings of committee of Sigma Delta Chi, professional journalistic fraternity.

Reporting on the advancement of freedom of the press during the year, the Sigma Delta Chi committee stated that citizen groups throughout the United States, seeking means of coping with increased juvenile delinquency in their communities, have begun to strip the protective cloak of secrecy from these offenders.

Arizona now has a law making proceedings in juvenile court an open record.

Citizens of Texarkana, Ark., in a mass meeting, voted to request newspapers and other communications media to identify juveniles involved in crimes in that community.

A New Haven, Conn., district judge opened juvenile court proceedings to reporters.

Wheeling, W. Va., court permits publication of the names of juvenile offenders at the completion of court action—does not permit publication of charges prior to trial.

Slowly, the courts and state governing bodies are coming to the belief expressed by J. Edgar Hoover of the FBI that nothing is gained by shielding the name of a criminal because he hasn't reached chronological age.

Most California newspapers abide by an unwritten rule that the names of juvenile offenders—particularly first offenders and those whose crimes are classed as misdemeanors—will not be published. The HERALD has followed this policy for many years, but has had occasion to question it many times.

It questions the policy now when crimes by juveniles are becoming a matter of growing concern with law enforcement officers.

The question: Should a juvenile receive immunity from exposure to a society against which he has committed a crime?

The answer isn't easy.

## It's Heart Sunday

Today is Heart Sunday. Between the hours of one and four this afternoon a Heart Sunday volunteer may call on you. She brings with her a valuable pamphlet about guarding your heart and she gives you the opportunity to contribute to the Heart Fund. Welcome her and help your Heart Fund help your heart.

## FROM OUR MAILBOX by Our Readers

### Gold Coin Offered

Editor, Torrance Herald: This is to request you to furnish me any information regarding an item my friend read in a newspaper that you are willing to pay a sum of money for a dollar gold coin. Well, I have one in my possession. It is a five dollar (\$5.00) gold coin series 1903. It is enclosed by a gold crown for I am using it as a decoration for my key chain. The coin is well-kept and looks new.

Please send all the details to me should you be interested.

MARIO V. dela PAZ, 62 Unang Hakbang, Galas, Quezon City, Philippine Islands.

Editor's Note: If anyone can assist Mr. dela Paz, with this matter, be our guest. We can find no record of such an offer.

### New Ordinance Urged

Editor, Torrance Herald: There has been much distraction and confusion recently over appointments to the various committees—airport, parks, etc. And under the present ordinance governing these appointments, I can only feel that both sides are right in attempting to gain the best representation

possible on these committees in behalf of the group of voting they represent. It is the ordinance that is at fault and not the people administering it. There are no limits or balancing factors in this ordinance such as there is in our constitution.

I am sure there is no incumbent or candidate that is not aware of the danger to good city government that the present ordinance contains. What is to refrain some future politician from setting up a machine so powerful that we as citizens become the slaves of city government, instead of the master, through the appointment of unqualified personnel either intentionally or unintentionally.

As this is an ordinance passed by a city council, it can also be amended and changed by the council. If you will contact your representatives, incumbent or candidate, and express yourself, I am sure that changes in procedure can be brought about that will be for the good of the city. An amendment can be passed that would require the unanimous approval of any appointee, thereby protecting not only your city but also your city representatives.

JAMES E. THOMPSON

## Don't Look So Surprised



YOUR PROBLEMS by Ann Landers

## Making Bums of Good Boys

Dear Ann Landers: You out-smarted yourself in your all-out defense of the United States Army.

My vote is with B.H. who challenged your stand and stated that the Army is a monstrous evil. Of course this is an unpopular, if not dangerous attitude to take these days, but it's a sound one, nonetheless.

The Pentagon needs SOME excuse for existing. If they couldn't keep a hot or a cold war going, those colonels and generals might have to go to work — and after all, how many presidents can Remington Rand use?

The Army DOES make bums out of "nice quiet boys" as B.H. stated. And small wonder, too. Training to be a professional killer would warp anybody's mind. Have you ever heard of Mahatma Gandhi, Albert Schweitzer, and Professor Einstein?

—A Mother.

Dear Mother: I'm a mother, too. And I have heard of Mahatma Gandhi, Albert Schweitzer and Professor Einstein. Have YOU ever heard of Adolph Hitler, Benito Mussolini, and Bulganin?

Dear Ann: Our 11-year-old son is carrying papers so he can pay for his accordion lessons. He has 56 customers and enjoys the route very much. But he has a problem with this attractive but evasive character? We promise to do as you suggest. I'm 23, my girl friend is 24. Between us we don't have a clue. Help!

It's terribly unfair to the kids, Ann. They have little enough time, after rushing home from school to deliver the papers and then they must do homework besides. The boys usually have one day to collect, and if they don't get all their money in, they lose their bonus. Please say a word about this. It may help.

—Mrs. T.G.

Dear Mrs. T.G.: These young carrier-salesmen deserve encouragement and cooperation from their customers. They are building character and getting experience that will be of tremendous value to them throughout their lives.

Won't you subscribers give these wonderful kids a break by having the money ready on time or arrange to leave it with the next-door neighbor if you don't plan to be home on collection day?

Thank you—from the newsboys, their parents, and Yours Truly, Ann Landers.

Dear Ann: My girl friend and I work in an office where the man situation is frightening. There are so few eligible guys around that it's pitiful.

We're both interested in one particular gentleman who is good-looking, bright, but shows no signs of caring for any female.

Can you tell us, please, how to make some headway with this attractive but evasive character? We promise to do as you suggest. I'm 23, my girl friend is 24. Between us we don't have a clue. Help!

—The Suinsters.

Divide and conquer, girls. There may be strength in unity, but this strategy does NOT apply in the Great Man hunt.

Girls who search in packs always wind up with each

other. Draw straws or flip a coin, but ONE of you must get out of the act.

Confidentially: FRIEND OF THE BLIND: That's what love is—seeing qualities and virtues in someone that no one else can see. Stay out of it. Your ideas on the subject will not be appreciated.

P.J.S.: Why don't you save time and your stamps by giving up? I'm not going to print that phony yarn so get smart, will you please?

Dear Ann: I'm a 14-year-old girl who wants to say a few words to the man who thinks he has nothing to worry about because he never drinks until 4 p.m. and he can make a fifth of whiskey last two days. He's in for a surprise.

My father had the same idea. Right now he doesn't have much of an idea about anything because he's in the hospital with a liver sickness and he is unconscious.

I just came from visiting him. I have to go again in the morning at 7 a.m. to relieve my 19-year-old brother. He stays nights with Dad because we can't afford a private nurse.

Dad can't eat anything and can drink only ice-water and milk. He doesn't recognize any of the family and he imagines he's being chased by animals.

I would like to tell Mr. A.B.C. that he'd better leave liquor alone before it gets the best of him. My father thought the bottle was his best friend. Right now we don't know whether he'll live or die. Sincerely yours, —LINDA

(Ann Landers will be happy to help you with your problems. Send them to her in care of The HERALD and enclose a stamped, self-addressed envelope. (C) 1958, Field Enterprises, Inc.

## THE FREELANCER by Tom Rische

# The MR Boys'll Get You If You Don't Watch Out!

What will the world of 2000 A.D. be like?

Will it be a wonderful world filled with scientific gadgets to serve our every need and with marvelous services to answer our every whim? Or will it be a blackened shambles, destroyed by the scientific missiles and bombs built by this same science?

And what will the average man of the year 2000 be like? Will he be a logical, intelligent, self-sustaining individual marching onward and upward toward better things? Or will he be a guilt-ridden neurotic, dutifully doing as his "brainwashers" tell him to do?

Is this possibility fantastic? Maybe. Maybe not.

Whether they were aware of it or not, Americans in recent years have been barged by a new kind of advertising and "public relations." A book by Vance Packard, "The Hidden Persuaders," gives an inside peek at the development of the techniques of "motivational research."

Motivational research (MR) is simply the use of psychology to find out why people really do things. It is based on the premise that most of use are illogical, confused dopes who can be persuaded to do most anything if we are approached in the right manner. The truth seems to be that a lot of us are illogical, confused dopes.

Known as the "depth" approach, motivational research involves talking to people to discover why they really buy a new car, stove, or air conditioning unit.

They found that people don't buy purely on the logical superior qualities of a given auto, but on the prestige value, their own peculiar conceptions of the type of auto, and the sales pitch of the hucksters. Certain cars have certain meanings in the popular mind, they discovered.

Probing the reasons for the decline of popularity in tea and prunes, the psychologists discovered that tea was associated in the popular mind with "sissies and ladies' clubs" and that prunes were eaten by "constipated old maids."

Hence, if the tea and prune industries were not to be destroyed, something had to be done. What was done was done was that the public was barged with ads, urging it to "take tea and see" and "eat prunes for health (and a gentle regularity)."

But what has all this to do with the potential neurotic of the year 2000?

Just this. Advertising campaigns have become increasingly noisy in making us buy for "prestige," in making us purchase things we didn't realize we wanted, and in general, conditioning our minds to follow subtle but powerful suggestions.

This doesn't fit your case, you say? How many times have you gone to your grocery store for a loaf of bread and come out with \$10 worth of things, most of which you could get along without just as nicely?

We are being conditioned to the "soft-sell." If this advertising approach were used only to sell soap powder, prunes, or tea, the dangers might not be so frightening.

But it has invaded business, where employees are psychologically tested to see whether they are "adjusted" for "team play and cooperation," and where some companies claim that an executive's work must come before anything else—wife, children, or home. There are business schools which advertise that they turn out men "not only with the right skills, but the right attitudes."

It has invaded the children's world, as TV announcers urge children to badger their parents to buy vitamin pills and peanut butter. It is lapping at the doors of the schoolrooms, as one producer of educational materials urges advertisers to produce supplementary material with a "subtle advertising appeal to the prospective young customers."

It has invaded politics, where, beginning in 1952, we saw the start of gigantic advertising appeals to voters, based not upon issues, but on hidden emotions uncovered by motivational researchers.

There are those who feel that the 1960 political campaign may be between the "gamour boys" of the Republican and Democratic parties —Richard Nixon and John F. Kennedy, respectively, and that the winner will be determined not by his views of the issues, but on whose teeth are pearllest and whose voice sounds most sincere.

There are some who declare that people used to give to charity because they wanted to help the needy. Today, so the theory runs, people and corporations give to get their names in the papers so that others will think well of them.

All this leads some to question whether the dog is wagging its public relations tail or the public relations tail is wagging the dog.

If the public relations tail is wagging the dog, then the public will continue to be "brainwashed" to buy prunes and tea and to vote for this candidate or that because it is "glamorous" or "the thing to do." The public may find itself weakened psychologically by the expert assaults upon its mind. By playing upon our psychological weaknesses, many advertising and public relations men claim that they can sell snow shovels to Californians. It might take a little time, but they probably could do it.

If carried to their ultimate possibilities, these psychological theories could make us soft in the head by the year 2000.

What can we do about it? We can sit down and figure out, as best we can, why we are buying what we are buying, whether it is a bag of prunes, a pound of tea, or a candidate for president of the United States.

When the chance arises, we can question publicly whether it is right for man to tamper with another man's brain. Is it right for a salesman to take advantage of a customer by making him buy something he doesn't need at a price which may deprive him of something he does need? Is it right for a politician to "soft-soap" man into voting for a candidate who is against his best interests?

Is it right for hucksters to view impressionable children as "customers" for products or ideas? Is it right for a TV school teacher to urge her captive audience to take shiny red vitamin pills to make them feel better (when children may not need vitamins or may take other dangerous pills which also may be red)?

And is it right for ministers to sell religion as a social asset rather than a way of life, with a kind of "premium stamp" philosophy?

This "psychological-sell" campaign all too often seems to be based on the idea that while the means may be somewhat devious, the end is justified. They may be right or they may be leading us toward something even they never intended or envisioned.

Many of these appeals are based on the theory that you and I and the guy next door are stupid. Let's prove them wrong.

See you in 2000 A.D.

## THE SQUIRREL CAGE by Reid Bundy

# At 85, Who Cares, Anyhow?

A fellow who keeps track of such things reports that for every man 85 years old there are seven women. We are not sure what he is trying to prove, but at that age, who cares?

And Barbara defines a hypocrite as a funeral director trying to look sad at a \$5000 funeral.

And this same Barbara, who collects such things for the California Farm Bureau Monthly, told about a great musician who took his orchestra on a European tour, and received a note from a well-meaning person in one of his audiences:

"I think it only fair to inform you that the man in your orchestra who blows the instrument that pulls in and out only played during the brief intervals when you were looking at him."

The new color postcards of the civic center, police station, and municipal plunge are beautiful selling points for Torrance. They are obtainable at the Chamber of Commerce office. Dick Fitzgerald of the Chamber asks residents to pick them up and mail to friends else-

where. It is a good chance "to do a little missionary work for our town," he says.

Dick's quote of the month goes: "The trouble with most of us is that we would rather be ruined by praise than saved with criticism."

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## LAW IN ACTION

# Nonsuit Rules

As a rule in a trial a lawyer first states the plaintiff's case and introduces his evidence of the wrong done. Then the lawyer for the "defendant" puts on his evidence in reply. Then come the rebuttal evidence and at last arguments, say, before the jury.

But if the plaintiff fails to make out a case in his first presentation of his claim against the defendant, the court may simply end the case by a "nonsuit."

Take Smith: Helping a friend in a door-to-door political campaign, he stumbled over a step he didn't see on the Jackson's front walk and broke his leg. He didn't know the Jacksons and had never called on them, nor had they invited him before.

When his broken leg was on the mend Smith sued the Jacksons, claiming that the step was in an unusual place and that he had no way of knowing where it was.

But at the trial Smith admitted that there was nothing wrong with the step and if he had been watching he might not have fallen.

With Smith's evidence all in, the Jacksons' lawyer asked the court for a nonsuit, which was granted. Smith had lost his case though the Jacksons did not even tell their story.

Since Smith did not show any negligence, the Jacksons did not need to put on any evidence to disprove it.

There must be a case at law before a judge or jury can look into the facts to see if they support the "allegations." If not, the court may rule out the case on "demurrer" before the trial starts. Or if it gets under way the judge may call it off to save time and money in useless litigation.

Note: California lawyers offer this column so you may know about our laws.

## Fill the Heart! By Rube Goldberg



... Do Your Part to Fight Heart Disease

### STAR GAZER

By CLAY R. FOLLAN

Your Daily Activity Guide According to the Stars

To develop message for Sunday, read words corresponding to numbers of your Zodiac birth sign.

ARIES MAR 22 37-43-56	1 Don't 2 Work 3 Motters 4 Avoid 5 Make 6 Involving 7 Help 8 On 9 Calls 10 In	11 Count 12 Inactive 13 Church 14 Tasks 15 Letting 16 Help 17 The 18 Pennies 19 Children 20 Stars 21 Go 22 After 23 Cause 24 Hotels 25 Let 26 Day 27 Amusements 28 Requiring 29 Emotions 30 Write	31 Or 32 Imagination 33 Private 34 Become 35 Draw 36 Are 37 Into 38 May 39 New 40 Your 41 Things 42 Impudence 43 Anu 44 Love 45 Shell 46 And 47 In 48 Your 49 As 50 Or 51 Well 52 Charitable 53 Prove 54 Letters 55 Affairs 56 Easy 57 Tired 58 Bountiful 59 Life 60 Take	61 Sports 62 Tidy 63 Blessings 64 Secure 65 A 66 Today 67 Big 68 Up 69 Friendship 70 May 71 And 72 Way 73 I 74 So 75 Easy 76 Take 77 Too 78 Favored 79 F 80 Well 81 Your 82 Known 83 Prove 84 Thrilling 85 Home 86 Easy 87 You 88 Are 89 Trouble 90 You	LIBRA OCT 23 21-24-41-47 65-67-72	SCORPIO OCT 24 NOV 22 1-25-33-50 64-77-80-82	SAGITTARIUS NOV 23 DEC 22 7-10-13-31 52-55-66	CAPRICORN DEC 23 JAN 20 23-39-44-50 69-70-83-84	AQUARIUS JAN 21 FEB 19 35-37-40-45 60-73-75	PISCES FEB 20 MAR 21 5-9-30-54 62-68-81-83
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Good Adverse N/A